

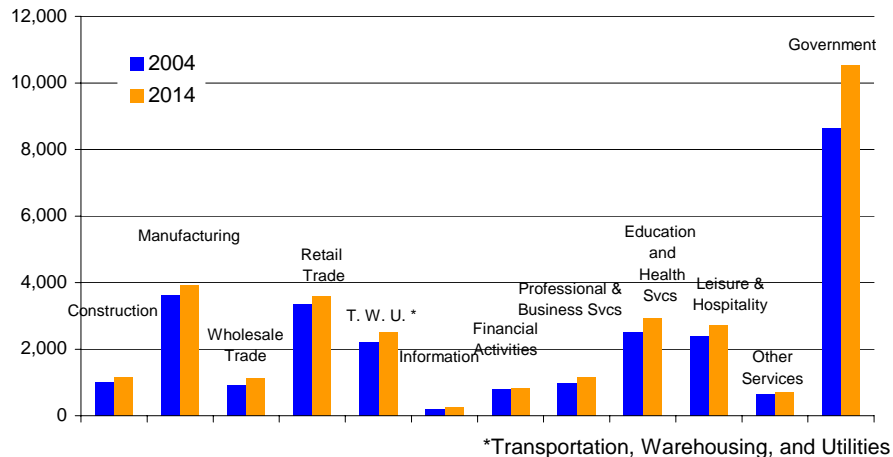
North Valley Region Projection Highlights (Colusa, Glenn, and Tehama Counties)

Industry

Total employment for the area, which now includes Self-Employment, Unpaid Family Workers, Farm and Nonfarm employment, is expected to reach 41,990 by 2014, an annual growth rate of about 1.3 percent, below the 1.6 annual growth rate for the State during the same period.

Nonfarm employment, the major component of the total jobs tally, is expected to grow at about 1.5 percent per year. The largest increase is expected to be in the Government sector primarily due to expected gains in local government employment. Significant increases are also anticipated in the Education and Health Services, Leisure and Hospitality and the Transportation Warehousing and Utilities sectors.

The graph below displays estimated 2004 and forecasted 2014 employment levels for the major industry sectors in the North Valley Region.



The Government sector is expected to be the fastest growing for the area based on an annual average growth rate of about 2.2 percent. Annual growth rates for Wholesale Trade (2.2 percent), Professional and Business Services (1.8 percent) and Education and Health Services (1.7 percent) will be significant during the outlook period.



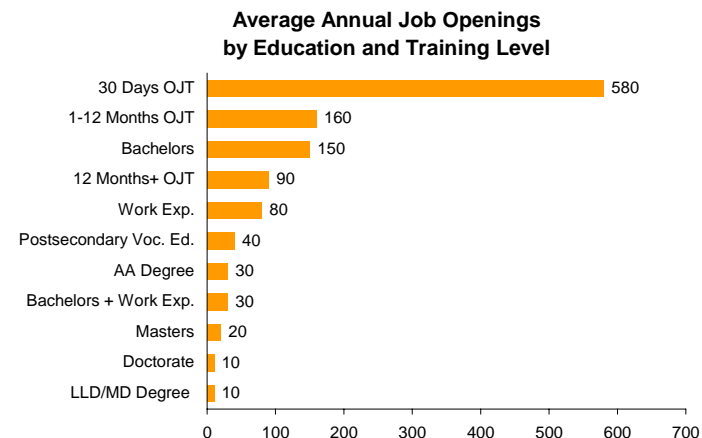
Occupations

Occupational projections for the period 2004 to 2014 forecast:

- Approximately 4,800 new jobs from industry growth,
- About 8,800 job openings from Net Replacements,
- A combined total of approximately 13,600 job openings.

The top 50 occupations with the most job openings are expected to generate 8,400 jobs, which is 62 percent of the total forecasted job openings in the area. Many of these occupations are typically lower paying, entry level occupations, such as Retail Salespersons, Cashiers, and Farmworkers and Laborers. Higher-skilled occupations requiring a college degree, such as Registered Nurses, Managers, and Elementary School Teachers are also forecasted to have a substantial number of job openings over the ten-year period. There are also higher-paying jobs that require less education and training such as Sales Representatives, Police Officers, and Fire Fighters with substantial openings.

Occupations in Education and Health fields are scattered throughout the top fifty fastest growing occupations. Home Health Aides, Teacher Assistants and Counter and Rental Clerks are the fastest growing occupations that require 30-days or less on the job training. Various Supervisors, Fire Fighters and Police Officers are among the occupations growing at a fast rate, paying over \$20 per hour and requiring moderate training or work experience..



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